

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

T2, 2017/ 2018

**BMI7094 – MULTIMEDIA INFORMATION SYSTEM**  
(MBA Full Time)

9 FEBRUARY 2017  
9.00 a.m – 12.00 p.m  
(3 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consist of **THREE (3)** pages (including the cover page).
2. Answer **ALL** questions. The marks distributions are given in parentheses.
3. Write all your answers in the **Answer Booklet** provided

**QUESTION 1**

You are a marketing director for a small textile company. You are considering using multimedia to market your company's product. Put together an outline detailing the benefits and drawbacks of using a CD-ROM presentation, a multimedia web site, or a television advertisement. Justify your answer with relevant reasons.

(20 marks)

**QUESTION 2**

You are a web designer given the task of creating a web site for a new division of your company. Start by stating the company's core business and subsequently defining the characteristics of the customers of the company and the kind of image the company wishes to present to its customers. Then specify a color palette to be used for the design of the site. Defend your color choices by discussing the associations people have with the colors and how they relate to your customers and the company's image.

(20 Marks)

**QUESTION 3**

Multimedia is changing from being localized (contained on a CD-ROM) to being distributed (available on the World Wide Web). What are some of the implications of this? Who will have access to the presentation? How will you keep it secure? How will you distribute it?

(20 marks)

**QUESTION 4**

Explain the **FIVE (5)** different types of multimedia components. Next, describe five hypothetical projects, one that might be appropriate for each of the five components outlined. For each of these projects, comment on why the project is best suited to that component.

(20 marks)

**Continued...**

**QUESTION 5****Police Fight Cellphone Recordings Witnesses taking audio of officers arrested, charged with illegal surveillance**

Simon Glik, a lawyer, was walking down Tremont Street in Boston when he saw three police officers struggling to extract a plastic bag from a teenager's mouth. Thinking their force seemed excessive for a drug arrest, Glik pulled out his cellphone and began recording. Within minutes, Glik said, he was in handcuffs. "One of the officers asked me whether my phone had audio recording capabilities," Glik, 33, said recently of the incident, which took place in October 2007. Glik acknowledged that it did, and then, he said, "my phone was seized, and I was arrested." The charge? Illegal electronic surveillance. Jon Surmacz, 34, experienced a similar situation. Thinking that Boston police officers were unnecessarily rough while breaking up a holiday party in Brighton he was attending in December 2008, he took out his cellphone and began recording. Police confronted Surmacz, a webmaster at Boston University. He was arrested and, like Glik, charged with illegal surveillance. There are no hard statistics for video recording arrests. But the experiences of Surmacz and Glik highlight what civil libertarians call a troubling misuse of the state's wiretapping law to stifle the kind of street-level oversight that cellphone and video technology make possible. In 1968, Massachusetts became a "two-party" consent state, one of 12 currently in the country. Two-party consent means that all parties to a conversation must agree to be recorded on a telephone or other audio device; otherwise, the recording of conversation is illegal. The law, intended to protect the privacy rights of individuals, appears to have been triggered by a series of high-profile cases involving private detectives who were recording people without their consent. In arresting people such as Glik and Surmacz, police are saying that they have not consented to being recorded, that their privacy rights have therefore been violated, and that the citizen action was criminal. It took five months for Surmacz, with the ACLU, to get the charges of illegal wiretapping and disorderly conduct dismissed. Surmacz said he would do it again. "Because I didn't do anything wrong," he said. "Had I recorded an officer saving someone's life, I almost guarantee you that they wouldn't have come up to me and say, 'Hey, you just recorded me saving that person's life. You're under arrest.' "

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*This story was done under the guidance of BU professors Dick Lehr and Mitchell Zuckoff.*

Discuss the implications of using audio and video in public situations based on the case above, focusing on the purpose of the audio and video captured, how will you manage these AV files, and copyright issues that governs these situations.

(20 marks)

**End of Paper**